

HISPANIC FOUNDER OF FIRST FEMALE-OWNED AD AGENCY INDUCTED INTO SAN ANTONIO WOMEN'S HALL OF FAME

San Antonio - April 27, 2000 - Earline Lagueruela, president of S&C Advertising & Public Relations, received the 2000 Women's Hall of Fame Excellence Award in Communications as she was inducted in the San Antonio Women's Hall of Fame.

S&C specializes in providing national environmental community relations, crisis management and risk communications as a prime contractor to the U.S. Army Corps of Engineers, Air Force Center for Environmental Excellence and also as subcontractor to large A&E firms.

S&C is certified as an 8(a), 100% woman-owned, small and disadvantaged firm nationally.

Lagueruela founded the first female-owned advertising agency in San Antonio in 1976 when she was 24 years old. She has taken the company from a one-person agency into a national multimillion-dollar enterprise with offices in Ohio, New Mexico and Malaysia.

Recently, Lagueruela completed the first national Work Zone Safety Public Awareness Campaign for the U.S. Department of Transportation's Federal Highway Administration. During the campaign, "Get the Picture, Listen to the Signs," S&C conducted national research, focus group research, copy and ad testing.

Since its launch, the campaign which can be viewed on S&C's website, www.scpr.com, has aired in 34 states. It has received national and international awards, and its continuous use reflects a dynamic and creative approach to generating awareness and changing behavior.

In 1999, S&C launched the first nationwide Hispanic outreach effort for the White House Office of Drug Control Policy. S&C's team reached millions of Hispanic teenagers and parents through traditional and non-traditional media. In addition, they helped launch the Veterans Against Violence and Drugs program in conjunction with the Congressional Medal of Honor Society.

Other honors bestowed upon Lagueruela include the 2000 Summit Award for graphic excellence, several 1999 Telly Awards, the Award of Excellence in Communications and Creativity 28, and Addy's; the Small Business Prime Contractor of the Year Award from the Air Force Center for Environmental Excellence, and the Small Business Administrations Administrator's Award of Excellence.

A champion of women, Lagueruela has mentored more than 50 college students through internships. She has provided professional pro bono counsel and more than 200 speeches and seminars to numerous organizations during the last 24 years.

Other civic contributions include memberships in the San Antonio 100 Club (an organization of the top women leaders in the city), the San Antonio Advertising Federation and the Greater San Antonio Chamber of Commerce. She serves on the boards of directors of the San Antonio Advertising Agency, Owners Association, the University of Texas Health Science Center School of Nursing Advisory Council, and Women Against Family Violence. She is a member of Public Relations Society of America and the National PRSA Counselors Academy.